

**Amendments to the Specification:**

Please amend the specification as follows by replacing the identified paragraphs with the following corresponding amended paragraphs.

[0014] An example of a low-cost adaptable electronic display system 100 according to embodiments of the present invention is illustrated in FIG 1A. The system 100 includes a flexible carrier material 110. The carrier material 110 could be at least partly formed from an inexpensive, flexible material such as paper or plastic film. The flexible nature of the carrier material 110 is illustrated in FIG. 1B. An electronic display device 130 may be associated with the carrier material 110. For example, the electronic display device 130 may be formed in or on the carrier material 110.

[0028] As noted earlier, the electronic display system according to embodiments of the present invention may be made with inexpensive materials, such that it would be in effect disposable. Accordingly, elements of the system could be specifically designed for a comparatively brief period of use. For example, the memory capacity of the system could be designed to hold only a small amount of data that is useful only for a short period of time.